

2021 Advertising Rate Card

Journal of Dental Education

The *Journal of Dental Education (JDE)* is a peer-reviewed monthly journal that publishes a wide variety of educational and scientific research in dental, allied dental and advanced dental education. Published continuously by the American Dental Education Association since 1936 and internationally recognized as the premier journal for academic dentistry. The *JDE* is one of the top scholarly journals publishing the most important work in oral health education today.

Advertising and Sales Office

Cunningham Associates, Inc.

180 Old Tappan Road, Old Tappan, NJ 07675

Jim Cunningham

Advertising Sales Executive

201-767-4170 ~ F: 201-767-8065

jcunningham@cunnasso.com

Katie Tuzzolino

Classified Advertising

201-767-4170 ~ F: 201-767-8065

ktuzzolino@cunnasso.com

Reprints

Dave Surdel

Director, Reprint Sales, Americas

781-388-8343

commercialreprints@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com.

Publishing and Editorial Office

Wiley

111 River Street, Hoboken, NJ 07030

Circulation

Total Print Circulation: 1,192

Coverage: United States and International

Digital Advertising Opportunities

Banner Advertising

- JDE averages over 80,000 page views per month
- Leaderboard: 728 x 90 pixels
- MPU (square): 300 x 250 pixels (2 positions)
- Rates: \$70 US geo-targeted/\$65 Global CPM

Contact advertising executive for additional details.

<https://onlinelibrary.wiley.com/journal/19307837>



Editorial Information

Editor: Dr. Michael Reddy

2018 Impact Factor: 2.521

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year. Space purchased by a parent company and subsidiaries are combined accounting for earned rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Advertising precedes and follows editorial section. Contact your sales rep about premium positions.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Advertising Rates

Black and White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,490	\$1,470	\$1,220
6x	\$2,380	\$1,360	\$1,120
12x	\$2,260	\$1,245	\$1,010

Color Rates (in addition to earned B&W rate):

4-color process: \$1,336

Cover and Preferred Positions (in addition to earned B&W rate):

2 nd Cover	35%
3 rd Cover	15%
4 th Cover	50%
Table of Contents	20%
First Spread	20%
Page Facing First Page of Text	20%
Spread Between TOC and First Editorial	20%

Positions available on a non-cancelable basis.

Line Ads: \$360 for the first 150 words, \$2.20 per word after that.

Inserts: Rates are determined using the black and white earned rate per number of insert pages, plus 10%. Please check with your sales rep for print run quantity before sending inserts.

Other services: Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), sponsored subscriptions, and supplements. Contact your sales rep about any other opportunities. All services are subject to editorial approval.

WILEY

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2021 Issue and Closing Dates

Frequency: 12x per year

Vol/ Issue	Cover Date	Space Reservation	Material Due	Inserts Due
84:1	January	11/27/20	12/4/20	12/10/20
84:2	February	12/31/20	1/7/21	1/14/21
84:3	March	1/29/21	2/5/21	2/12/21
84:4	April	3/4/21	3/11/21	3/18/21
84:5	May	4/8/21	4/15/21	4/22/21
84:6	June	5/8/21	5/15/21	5/22/21
84:7	July	6/5/21	6/12/21	6/19/21
84:8	August	7/8/21	7/15/21	7/22/21
84:9	September	8/5/21	8/12/21	8/19/21
84:10	October	9/7/21	9/14/21	9/21/21
84:11	November	10/8/21	10/15/21	10/22/21
84:12	December	11/2/21	11/9/21	11/14/21

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.25"	10"
1/2 page horizontal	7"	5"
1/4 page	3.25"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
Two page spread	17"	11.125"
Bellybands	18.25"	4.5"
Cover tips	7"	5"

Submission of Ads

- Indicate journal, volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd at PrintAdTraffic@wiley.com prior to submitting a file via FTP.
- Set up document to trim size and include 1/8" bleed.



- All fonts and graphics must be embedded.
- Four Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Laser proof must accompany all digital file submission
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements arrive past the deadline, we reserve the right to alter the files if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (three samples).
- Sizes: 2-page inserts: 8 1/2" x 11 1/8", 4-page inserts: 8 1/2" x 11 1/8".
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine. Keep live matter 1/2" from trim.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Rates are determined using the b&w earned rate per number of insert pages plus 10%.
- Check with your sales rep for quantity before sending inserts.

Paper Stock

- Inside pages: 60 lb. coated.
- Covers: 8 pt. C2S.
- Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Send advertising material as well as two insert examples to:

Wiley

Attn: Al Liburd, Ad Traffic Coordinator
Journal of Dental Education, Vol____, Month____
11 River Street, Hoboken, NJ 07030
E: PrintAdTraffic@wiley.com

Contracts and Insertion Orders:

Cunningham Associates

Attn: Katie Tuzzolino
Journal of Dental Education, Vol____, Month____
180 Old Tappan Road, Old Tappan, NJ 07675
P: 201-767-4170 ~ F: 201-767-8065 ~ E: ktuzzolino@cunnasso.com